

ADV # ADV. NAME ISS/AMER. CROSSROADS

AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP.# OFF.# 6556 SALESMAN #

BUYER NAME EMILY MILHOAN

SALES PRSN WA- JOE KNAUER

ORDER # CONTRACT # 6228191

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#694 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT29/12 16.57

REP: TO LENA

FR JULIE

OK'D M6

TTL5 RTS

PLS CFM, THX 10/29

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
19	S		1100A-1200N	30		\$1,000.00	10/30	10/30	0		TUE	0
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 694												
PROGRAM : THE VIEW												
74	A		600A-900A	30		\$2,000.00	11/4	11/4	1		SUN	1
PROGRAM : NEWS												
ORD COM1: WE CAN OFFER												
THIS IS A MAKE-GOOD FOR OCT30 ON LINE-19 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT31 ON LINE-20 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT31 ON LINE-20 FOR 1 SPOT/WK												

REP HEADLINE# 6228191 TRF# 321472  
\$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT29/12 16.57  
\*\*\*CHANGES\*\*\* \*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20	S		1100A-1200N	30		\$1,000.00	10/31	10/31	0		WED	0
PROGRAM : THE VIEW												
STATION MAKEGOOD OFFERS:												
M6	OK'D		BUY#19				OCT30		30S	\$1,000.00	(OCT29/12)	
			BUY#20				OCT31		30S	\$1,000.00		
			OFFER: SUN/600A-900A				NOV4		30S	\$2,000.00	PLS ADVISE.	
CMT: WE CAN OFFER												
CONTRACT TOTAL											147550.00	
TOTAL SPOTS											66	

NOV/12 147550.00

MARKET TOTALS \$421,571 WFTV 35% WKMG 19% WESH 29% WOFL 15% WKCF 1% WRBW 0% CABL 0%  
WOPX 0% WRDQ 1% EFTV 0%

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE